

Idaho Conference on Recreation & Tourism The New Age of Tourism May 3 – 5, 2011

All meetings and events are at the host hotel – Red Lion in Lewiston.

Attire: Business Casual

Wireless Internet: Access is available throughout the Hotel and at the Conference Centers

TWITTER: @icort #icort **FACEBOOK:** facebook.com/idahoconference

Evaluations: We value your opinion and are interested in receiving your input to assist us in making ICORT the best. Please complete the evaluation form and bring to Thursday's closing Awards Luncheon to participate in an ICORT raffle. **Name Badges Sponsored by:** Sunset Magazine



Tuesday, May 3rd

8:00 – 5:00 pm CLEARWATER ROOM

Idaho Travel Council Meeting, Grant Presentations, Public Welcome

Noon – 5 pm: SEAPORT CONFERENCE CENTER

Registration Desk is open, Exhibitors set-up

4:30 – 6:00 pm: SEAPORT CONFERENCE CENTER

No-host Evening Reception with Exhibitors, Meet & Greet with regional caucuses

5:15 – 8:00 pm

Evening Chautauqua Event@ Pioneer Park



An Historic Evening in Pioneer Park

Entertainment from 150 years ago

Free Admission

Free shuttle service from the Red Lion for conference attendees

Logo used by permission of the Nez Perce County Historical Society

Come dressed in period costume if you wish, and be part this cultural entertainment

5:15 – 8 pm: Food vendors and historic displays will be set-up in the park

5:15 Fiddlers and Strings music entertainment

5:30 Community Band music entertainment

6:10 Fiddlers and Strings music entertainment

6:20 Chautauqua - Enjoy riveting stories by Alonzo Leland, Hill Beachey, Levi Ankney and others

8:00 Concludes

Wednesday, May 4th

7:00 am – 5 pm: SEAPORT CONFERENCE CENTER

Registration Desk is open

7:30 – 8:30 am Breakfast SEAPORT CONFERENCE CENTER

Sponsored by: Backpacker Magazine and National Park Trips

8:30 am Lewiston Firefighters Pipes and Drums

Welcome

City of Lewiston Mayor, Kevin Poole

Don Dietrich, Director, Idaho Department of Commerce

Nancy Merrill, Director, Idaho Department of Parks and Recreation

Karen Ballard, Administrator, Idaho Division of Tourism

8:45 – 10:15 am *The New Age of Tourism: Is it Working for You?*

SEAPORT CONFERENCE CENTER General Session

Roger Brooks, Destination Development International

The travel industry is going through a major metamorphosis.

How you can survive – and even thrive.

Wednesday, May 4th continued

10:15 - 10:45 am **SEAPORT CONFERENCE CENTER**
Coffee break with Exhibitors
Sponsored by: [Preservation Magazine](#)

10:45 - 11:45 am ***How to handle your online reputation through reputation management***
WARRIOR CONFERENCE CENTER General Session (Main Red Lion Hotel complex)

Todd Skelton, DMO @Trip Advisor

The attendees will learn how to use reviews as a sales tool and create a positive communication environment with our users. How to respond to reviews as a sales tool. How TripAdvisor can be used to create a positive communication environment with the site's visitors. How to be a voice in Idaho's Travel Forum.
Sponsored by: [TripAdvisor](#)

12:00 - 1:00 pm ***A Look at the New Age Traveler***
SEAPORT CONFERENCE CENTER Luncheon General Session

Think! Social Media – William Bakker

Go on a journey of discovery; exploring how the modern traveler researches, plans, and books travel in this age of new media. William will provide you with new insights into the travel planning process and key takeaways that they will be able to implement into their business the following day.

Sponsored by: [Horizon Air & Alaskan Airlines Magazine](#)

1:30 - 2:30 pm ***You Must Jettison the Generic***
SEAPORT CONFERENCE CENTER General Session

Roger Brooks, DDI

How To Win- Roger uncovers the seven things you need to do in this crucial age of specialization.

3:00 – 7:00 pm **Field Trips to regional attractions (Meet in Hotel Lobby)**

TRIP 1: Culinary -Wineries & Breweries, INCLUDED IN CONFERENCE FEE

TRIP 2: Nez Perce National Historical Park, INCLUDED IN CONFERENCE FEE

TRIP 3: Hells Canyon Experience: Discovery Center, Jack O'Connor Center, Hike with Geologist in the Hells Canyon area, INCLUDED IN CONFERENCE FEE

Trip 4: River Quest Excursions Jet Boat Tour with local historian. Depart from Hells Gate State Park & travel to the mouth of the Salmon River (approx. 100 miles RT). **EXCLUDED FROM CONFERENCE FEE. Special ICORT rate \$50.00**
Call Butch to reserve @ 800-589-1129 or 208-746-8060
<http://www.riverquestexcursions.com> Minimum of 20 must be reached.

Trip 5: Larry May Foundation Golf Tournament Fund Raiser @ Bryden Canyon Golf Course. Sponsored by: [Golf Digest](#) **EXCLUDED FROM CONFERENCE FEE.** \$65.00

7:30 - 10:00 pm **SEAPORT CONFERENCE CENTER**
Reception with Exhibitors & Idaho Preferred Local Food Showcase
Sample some of the best food, wine and spirits from our regional backyard.

Thursday, May 5th

7:00 am – Noon: **SEAPORT CONFERENCE CENTER**
Registration Desk is open

7:00– 8:00 am **SEAPORT CONFERENCE CENTER Breakfast**
Sponsored by: [Media West](#)

Thursday, May 5th continued

8:15 - 9:30 am *How Demographics, Recreation Use Patterns, and Visitor Preferences Affect Tourism in the U.S. and the Intermountain West*

SEAPORT CONFERENCE CENTER General Session

DR. H. Ken Cordell, Pioneering Research Scientist, Author, and Lead Scientist for the U.S. National Survey on Recreation and the Environment, USDA Forest Service Southern Research Station, will discuss outdoor recreation supply and demand, trends, and futures throughout the U.S. and the region, based on the National Survey on Recreation and the Environment, ongoing since the 1960s.

9:30 - 10:00 am SEAPORT CONFERENCE CENTER

Coffee break with Exhibitors

Sponsored by: Endless Vacation

10:00 - 10:45 am Breakout Sessions I (rooms listed next to each session – will repeat the tracks)

- ***Outdoor Recreation Trends and Economic Impacts in Idaho***

Dr. H. Ken Cordell

WARRIOR CONFERENCE CENTER - PORT 1

Based on National Visitor Use Monitoring data, will address recreation on the National Forests in Idaho—summarizing visitation, describing participation by activity, reporting satisfaction levels, and discussing the impacts of outdoor recreation on income and jobs in local communities. Based on National Survey on Recreation and the Environment data, Dr. Cordell will forecast which nature-based activities will be popular in the future. This will help Idaho better position itself to attract future tourism.

Facilitator: Margaret Gorski, Recreation Sites, Special Uses, Scenic Byways, LCNHT, Tourism, and Interpretation, Northern Region, USDA Forest Service

- ***The Futurist Report, Moving into the Future***

Sonna Lynn Fernandez, Intermodal Planning Manager, Idaho Transportation Department

WARRIOR CONFERENCE CENTER - PORT 2

To compete in the world you must be world-class. Spectacular Idaho scenery has always been here, but starting in the late 1970s the Idaho Transportation Department began to officially recognize scenic routes, and to support them. In 2010 alone nearly \$1.5 million went toward support for scenic corridors, using funds from the National Scenic Byways Program. It is possible that by 2030 these scenic routes will be valued even more as a world-class treasure.

- ***Best practices to Create a Unique "Foodie Destination"***

Leah Clark, Idaho Department of Agriculture – Idaho Preferred

Moya Shatz, Idaho Grape Growers & Wine Producers Commission

Wendi Haught, Culinary Tourism Northwest Advisory Panel

WARRIOR CONFERENCE CENTER - PORT 3

The U.S. Travel Association, a national organization that monitors the impact of travel and tourism in 50 states, in partnership with Gourmet Magazine and the International Culinary Tourism Association, conducted a first-of-its-kind national survey in 2007. Twenty-seven million traveler's, or 17% of American leisure traveler's, engaged in culinary or wine-related activities while traveling within the past three years. The research also suggested that travel providers and destinations should work together to offer immersion into the local culture, through not only wine and cuisine but also the hotel experience, leisure activities and more. The conclusion is Culinary Tourism has reached the tipping point as a niche and an industry.

- ***SM101: The Anatomy of Social Media***

William Bakker & Rodney Payne of Think! Social Media

WARRIOR CONFERENCE CENTER - PORT 4

William and Rodney will dissect two case studies: a full breakdown of a digital strategy and a look at a successful social media campaign. They will walk through and explain each step of planning a strategy and executing a campaign. They will discuss components within each: research, design, implementation and most importantly results.

William designed and implemented the 2010 Winter Olympics digital strategy for Tourism British Columbia. He will take you through the steps, challenges, surprises and achievements of the strategy.

Rodney designed a Superbowl social media campaign for Visit Dallas this year. Perhaps you heard about the 'Mystery Man' campaign that got 2.4 million people talking about Dallas in Green Bay and Pittsburgh. Rodney discusses how the Think! team took a simple idea, researched and tapped into the right online communities and implemented with an end goal of online/offline integration. William and Rodney always look forward to an open dialogue and crowd involvement.

Thursday, May 5th continued

11:00 - 11:45 am Breakout Sessions II (REPEAT TRACKS)

- Dr. H. Ken Cordell
WARRIOR CONFERENCE CENTER - PORT 1
- Sonna Lynn Fernandez, Intermodal Planning Manager, Idaho Transportation Department.
WARRIOR CONFERENCE CENTER - PORT 2
- Leah Clark, Idaho Department of Agriculture – Idaho Preferred
Moya Shatz, Idaho Grape Growers & Wine Producers Commission
Wendi Haught, Culinary Tourism Northwest Advisory Panel
WARRIOR CONFERENCE CENTER - PORT 3
- Think! Social Media
William Bakker & Rodney Payne
WARRIOR CONFERENCE CENTER - PORT 4

12:00 - 1:30 pm SEAPORT CONFERENCE CENTER Awards Luncheon

Lewiston Police Department Honor Guard
AAA Four Diamond Award
Governor's Take Pride in Idaho Awards
Sponsored by: [Meredith Travel Group](#)

POST ICORT ACTIVITIES

2:00 – 5:00 PM Idaho Scenic Byway Meeting – **WARRIOR CONFERENCE CENTER - PORT 1**
Check out trip offerings from regional attractions (attached)

Speaker Biographies



Roger Brooks
Seattle, Washington

As the founding member of the award-winning Destination Development International team, Roger Brooks has assisted nearly 1,000 communities with their branding, tourism, downtown development, and marketing efforts. Co-author of the book "Your Town: A Destination," which highlights some of his experiences of the past 30 years, Roger has become one of the most recognized and frequently quoted experts in the field.

Roger combines his dynamic approach with humorous video clips, fascinating stories and real-life examples to inspire and ignite his audiences. Well-known for his practical approach using steps, rules, and ingredients to empower his audiences, he has earned a top spot as one of North America's most popular keynote speakers in the industry.

With his energetic presentations, Roger will change the way you look at tourism, downtowns, and community branding. And best of all, you will leave with innovative ideas you can use today to make a difference tomorrow.

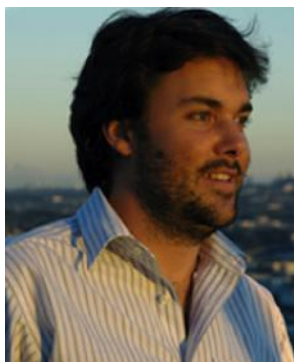
Twitter: @roger_brooks



Todd Skelton
Trip Advisor

Skelton is West Coast Advertising Sales Manager for TripAdvisor and is based in Manhattan Beach. Prior to TripAdvisor, Skelton worked for Kayak.com as the Southeast & Key Account Sales Manager, interfacing with travel goliaths like United, JetBlue, Hotels.com, Hyatt, Marriott and Apple Vacations. Skelton has also worked with SideStep.com, part of a \$200 million acquisition by Kayak.com.

Twitter: @toddskelton



Rodney Payne
Founder & Executive Director

Rodney has been involved in tourism marketing through social media since 2005. As the founder and executive director of Think! he is responsible for overseeing all client services; from training courses and developing strategies to campaign implementation and community management.

Rodney earned a Bachelor in Commerce (Management/Marketing) and in Law with Honors. Rodney focused on Intellectual Property law and was awarded a scholarship to study International Law and Environmental Law at The University of Oregon.

Twitter: @rodneyp



William Bakker
Social & Digital Strategy Lead

William Bakker has been a key member of BC's tourism field for over 10 years and is considered a leader in the world of digital destination marketing.

As the former eDirector of Marketing of Tourism BC, William created the digital strategy for Tourism BC related to the Vancouver 2010 Olympics. His opinions on the direction of social media marketing in the tourism industry are widely respected globally. William is a well-recognized keynote speaker and is invited to speak at a wide variety of tourism conferences worldwide.

Twitter: @wilhelmus

Dr. H. Ken Cordell, PhD

Dr. Cordell's research addresses outdoor recreation trends and futures, including demographic and societal trends and futures. He is the lead scientist for the U. S. National Survey on Recreation and the Environment, a survey begun by the Outdoor Recreation Resources Review Commission in 1960. Dr. Cordell has produced five books and authored over 335 scientific and other technical papers dealing with Americans' relationship with their natural lands, for both national and international audiences. Dr. Cordell is viewed as a leading international authority in his field.

Dr. Cordell earned his PhD in Economics and Natural Resources Policy at North Carolina State University. He has been recipient of the U. S. Forest Service national award as Distinguished Scientist of the Year. He is an elected fellow with the Academy of Leisure Sciences and has served on a variety of national and international committees and boards. He is a member of a national team of scientists responsible for assessing the status and trends of the U.S. forests and rangelands. He is the lead scientist for the recreation, tourism, and nature values indicators for the 2010 Nation's Report on Sustainable Forest Management, which is the U.S. contribution to the international Montreal Process. In previous professional affiliations, he was on the faculty of North Carolina State University and currently holds adjunct professor status with other universities. He serves as a consultant in public land planning nationwide.



Moya Shatz
Idaho Wine Commission Executive Director

Moya joined the Idaho Wine Commission in 2008 and her primary goal is to market and promote all the Idaho wineries and growers. She does this by traveling throughout the state and country spreading the word about the Idaho wine industry. Prior to her arrival in Boise, she spent four and a half years as the Event Manager for the Washington Wine Commission focusing on their local and national events. Moya grew up in Monroe, WA and is a communication major from the University of Washington. In her spare time she enjoys playing with her two dogs Flora and Bella, cooking, traveling,

spending time with her fiancé and drinking Idaho wine. **Twitter: @idahowines**



Leah M. Clark
Trade Specialist and Manager of the Idaho Preferred® Program
Idaho State Department of Agriculture

Leah joined the Marketing division of the Idaho State Department of Agriculture in May 2004 as a Marketing Consultant. She now works full time for the Department managing the Idaho Preferred® program. Idaho Preferred® is a program designed to identify and promote the quality, diversity and availability of Idaho food and agriculture products. Her responsibilities include conducting retail promotions with large national to small local grocers; working with chefs, restaurants and foodservice distributors to increase use of local products on menus; planning and implementing programs in schools to increase agriculture literacy and use of Idaho food products; and managing advertising, consumer and web based promotions. Prior

to joining the Idaho State Department of Agriculture, Leah served as the Executive Director of the Idaho Beef Council for 15 years. She has a Bachelor's degree in Agribusiness Management from Arizona State University and a Master of Agriculture degree in Marketing and Finance from Oklahoma State University.



Wendi Haught, CMP, CTA
Co-owner of Framework Meetings and Destinations, headquartered in the Spokane and Coeur d'Alene area.

Wendi is also involved with tourism and culinary tourism in the Inland Northwest through the Spokane Regional Convention and Visitors Bureau, Coeur d'Alene Convention and Visitors Bureau, North Idaho Tourism Summit - as well as participating nationally with Professional Convention Management Association, Association of Destination Management Executives and Slow Food USA. In 2010, she worked as the catalyst to form Culinary Tourism Northwest (www.culinarytourismnw.com), a resource group for promoting culinary tourism throughout the 509 and 208 area codes. **Twitter: @FrameworkMtgs**



Sonna Lynn Fernandez
Planning Manager for the Idaho Transportation Department in the Division of Highways

Originally from Ohio, Sonna Lynn has lived in Idaho since January 1990. She has a Bachelor of Science in Geography/Cartography and Planning from the University of Akron. In her junior year of college, Sonna Lynn was honored to be awarded the University President's distinguished Leadership Award. She also was President of the Theta Gamma Upsilon International Honor Society. For the past three years, she has been a participant in the Northwest Community Development Institute and will test this year to get her Professional Community and Economic Developer (PCED) Certification.

Sonna Lynn has been a transportation and land-use planner for more than 20 years and has planned on a statewide basis as well as in many areas of the state including Pocatello, Idaho Falls, Boise, Nampa, and Canyon County. Currently, Sonna Lynn is responsible for statewide highway planning and performance, corridor planning, functional classification and working with each of the department's six District Planners. In 2006, she was appointed by the Governor as a Commissioner to the Idaho Women's Commission dedicated to improving the lives of women and their children in Idaho.